

IN THE CLAIMS

1-31. (cancelled)

32. (new) A product package comprising:

a product being offered for sale to a purchasing consumer;

a non-rigid body containing the product, the body comprising a generally flat base and upstanding side walls defining a generally rectangular, single compartment cavity above the base and extending between the upstanding side walls;

a cover configured to close said cavity, the cover extending in a generally flat and parallel relation to the base when the cover is closed; and

a closure member fastening said cover to said base, the closure member being movable relative to the cover and to the base between open and closed positions.

33. (new) The product package of claim 32, wherein the upstanding side walls comprise a first pair of generally flat and parallel side walls extending from opposing side edges of the base, and a second pair of generally flat and parallel side walls interconnecting the first pair of side walls.

34. (new) The product package of claim 32, wherein the package has the size and shape of a lunchbox.

35. (new) The product package of claim 32, wherein the product comprises footwear, the first pair of side walls and second pair of side walls being spaced apart from one another for a distance sufficient to contain a single pair of footwear therebetween, and the footwear substantially filling the cavity when placed therein.

36. (new) The product package of claim 32, further comprising a handle attached to one of the upstanding side walls.

37. (new) The product package of claim 32, wherein said closure member comprises a zipper mechanism securing the cover to the side walls on three surfaces of the side walls.

38. (new) The product package of claim 32, wherein said closure member is located at or near a top edge of the sidewalls.

39. (new) The product package of claim 32, wherein the cover is integrally formed with one of the side walls, the cover being folded over the base when closed.

40. (new) The product package of claim 32, wherein the single compartment is expandable.

41. (new) The product package of claim 32, wherein the base is expandable to enlarge the single compartment.

42. (new) A footwear package comprising:

a support surface;

a plurality of soft side walls extending from said support surface and defining a cavity for holding a single pair of footwear being offered for sale above said support surface, wherein at least one of said side walls comprises a flap folded over the remaining side walls to define a cover over said cavity; and

a zipper selectively coupling and uncoupling said flap and said remaining side walls to pack and unpack the footwear for sale in said cavity.

43. (new) The footwear package of claim 42, wherein the cavity defines a single compartment dimensioned to accommodate the single pair of footwear with the single pair of footwear substantially filling the cavity.

44. (new) The footwear package of claim 42, wherein the single compartment is expandable to provide additional storage capacity of the cavity.

45. (new) The footwear package of claim 42, further comprising a carrying handle attached to one of the side walls.

46. (new) The footwear package of claim 42, wherein the upstanding side walls comprises a first pair of generally flat and parallel side walls extending from opposing side edges of the base, and a second pair of generally flat and parallel side walls interconnecting the first pair of side walls.

47. (new) The footwear package of claim 42, wherein the package has the size and shape of a lunchbox.

48. (new) The footwear package of claim 42, wherein said zipper mechanism is located at or near a top edge of said side walls.

49. (new) The footwear package of claim 42, wherein said footwear package is convertible into a duffel bag.

50. (new) A product package comprising:

a pair of footwear being offered for sale at a point of purchase;

a support surface dimensioned to support the footwear;

a plurality of soft side walls extending from said support surface and defining a cavity to surround the footwear above said support surface, the footwear substantially filling a space between the side walls, and wherein at least one of said side walls comprises a flap folded over the remaining side walls to define a cover over said cavity; and

a zipper selectively coupling and uncoupling said flap and said remaining side walls to pack and unpack the footwear for sale in said cavity.

51. (new) The product package of claim 50, wherein the package is expandable to provide additional storage space in the cavity.

52. (new) The product package of claim 50, wherein the package is convertible into a duffel bag.

53. (new) The product package of claim 50, further comprising a carrying handle attached to one of the side walls.

54. (new) The product package of claim 50, wherein the side walls define a single compartment therebetween.

55. (new) The product package of claim 50, wherein the package is insulated to maintain a temperature of an item in the cavity.

56. (new) The product package of claim 32, wherein the body is insulated to maintain a temperature of an item in the single compartment.